

In the Claims

Please amend claims 1-12 as follows:

1. (Currently amended) A method for selective demetallization of a pre-printed web material, comprising;

providing the pre-printed web with a ~~a web material having thereon an~~ preplaced image, ~~and~~ a registration mark and ~~coated with~~ a metal film;

conveying ~~said~~ the pre-printed web material to a demetallization station comprising a demetallization roll including indexing means for adjusting a speed ~~location~~ of ~~said~~ the demetallization roll;

prior to passage of ~~said~~ the pre-printed web material through ~~said~~ the demetallization station, observing ~~said~~ the registration mark with observation means and in response to such observation causing ~~said~~ the indexing means ~~to move said~~ demetallization roll to align ~~said~~ the demetallization roll to be in register with ~~said~~ the pre-printed web material; and

passing ~~said~~ the pre-printed web material through ~~said~~ the demetallization station with ~~said~~ the image in register with ~~said~~ the demetallization roll;

whereby predetermined portions of ~~said~~ the metal film are removed or thinned to create or reveal visual elements of ~~said~~ the pre-printed web material in registration with ~~said~~ the image.

2. (Currently amended) A method as in claim 1 wherein ~~said~~ the image is placed by printing or optical image formation.

3. (Original) A method as in claim 2 wherein placement comprises embossing, casting or injection molding.
4. (Currently amended) A method as in claim 2 wherein ~~said~~ the printing comprises flexographic, offset, rotogravure, letter printing.
5. (Currently amended) A method as in claim 2 wherein ~~said~~ the optical image formation comprises formation of holographic, optical variable device, diffractive, dot-matrix, computer-generated holographic or computer-generated optical images.
6. (Currently amended) A method as in claim 1 wherein ~~said~~ the image on ~~said~~ the pre-printed web ~~material~~ is formed prior to metal coating by a flexographic, offset, rotogravure, letter press printing or holographic embossing process.
7. (Currently amended) A method according to claim 1 further comprising adhering ~~said~~ the demetallized web ~~material~~ to a second web ~~material~~ having discrete areas of images thereon using of adhesive between the materials, and thereafter adhesively transferring in registration ~~said~~ the areas of images from ~~said~~ the second web ~~material~~ to ~~said~~ the demetallized web ~~material~~ by a cold foil stamping process.
8. (Currently amended) A method according to claim 1 wherein ~~said~~ the demetallization reveals designs or patterns hidden in the original images on the pre-

printed web.

9. (Currently amended) A method as in claim 1 wherein ~~said~~ the demetallization causes the appearance of a moir pattern on the face of ~~said~~ the pre-printed web material.

10. (Currently amended) A method as in claim 1 wherein ~~said~~ the demetallization removes metal from an area adjacent to but not covering ~~said~~ the image.

11. (Currently amended) A method as in claim 1 wherein ~~said~~ the pre-printed web comprises a continuous roll of film or paper containing holographic, diffractive, optical variable images or patterns, optically computer-generated holograms, holographic or diffractive dot-matrix images or patterns, or non-holographic images or patterns.

12. (Currently amended) A method as in claim 1 wherein ~~said~~ the pre-printed web material comprises film or paper.